

# Biomass heating in Upper Austria: Best Practices and lessons learned



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# The province of Upper Austria



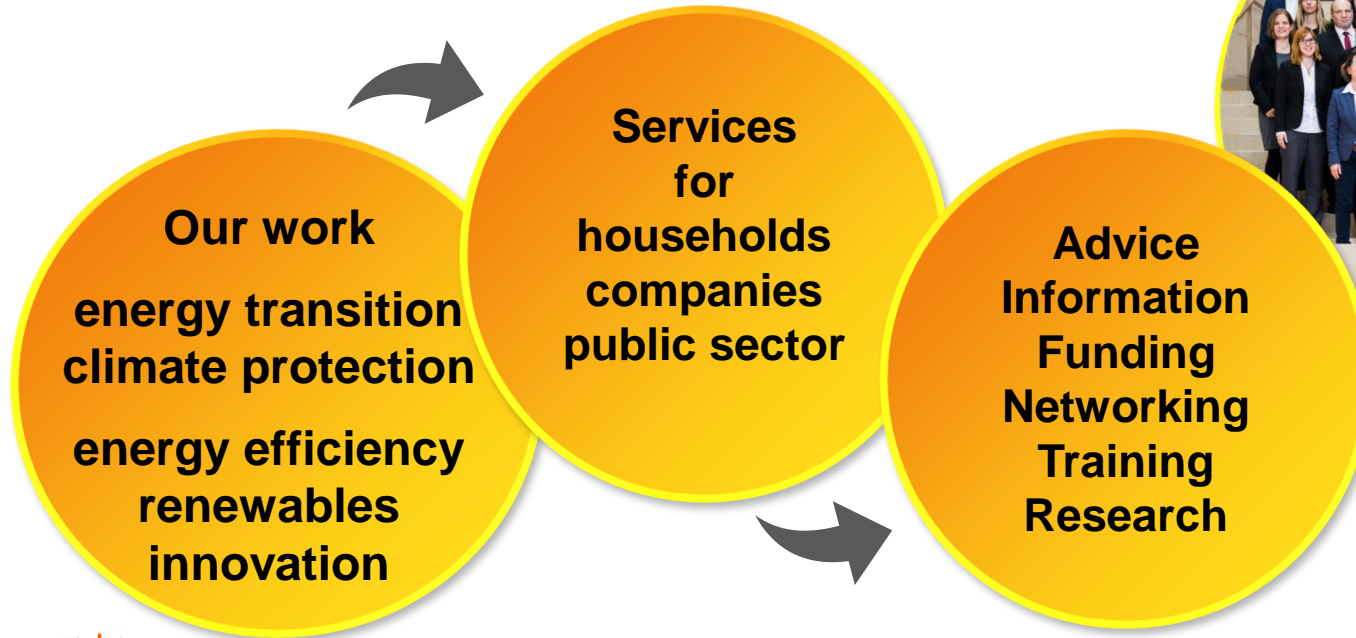
**Capital: Linz**  
**Population: 1.5 million**



**Industrial & rural:**  
**25% of Austrian industrial exports**  
**50% live in small municipalities**

# OÖ Energiesparverband

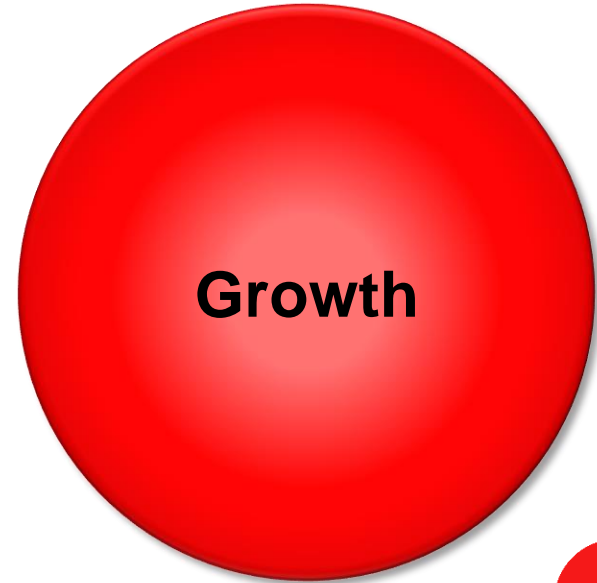
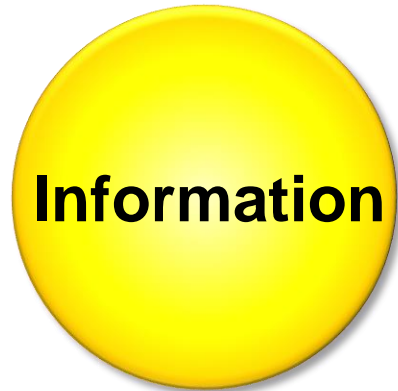
## The Energy Agency of Upper Austria



# The Cleantech-Cluster (CTC)



**The network of energy & environmental technology  
companies in Upper Austria**  
250 partner companies





**solar + storage**



**biomass**



**small hydro &  
wind**



**heat pumps/  
geothermal**



**energy manage-  
ment/building  
technologies**



**architects/  
construction  
businesses**



**building  
materials**



**energy consul-  
tants/building  
certificates**



**training &  
research**



**lighting**



**contractors /  
plant operators**



**suppliers/  
wholesalers/  
other**



# Biomass boiler and equipment manufacturers in Upper Austria



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**25 % of all modern biomass boilers installed in the EU are manufactured by Upper Austrian companies**

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More info: [www.ctc-energy.at](http://www.ctc-energy.at)



# **Upper Austria: European leader in the energy transition**

**competitiveness and quality of life through the energy transition (and not: despite of)**

**tackling energy in buildings,  
manufacturing and transport**

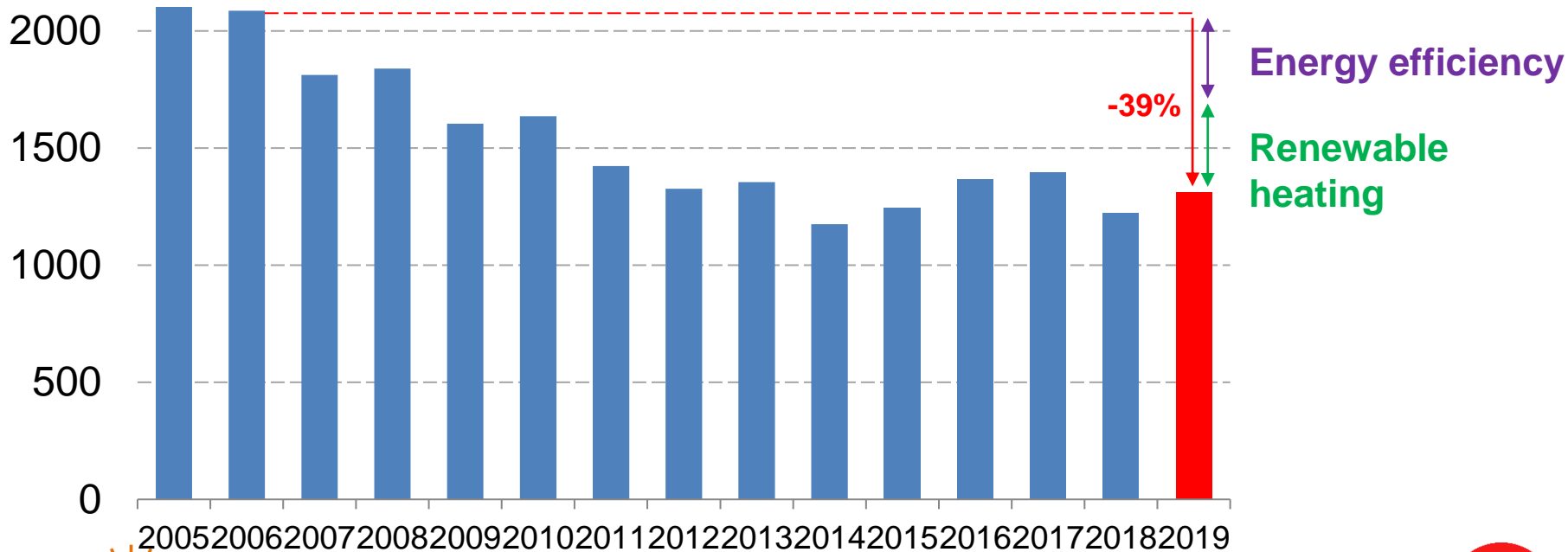
**market leadership  
in innovative energy products and services**

**innovation - investment - involvement  
engaged public bodies, citizens and businesses**

# Greenhouse gas emissions from buildings

## Upper Austria

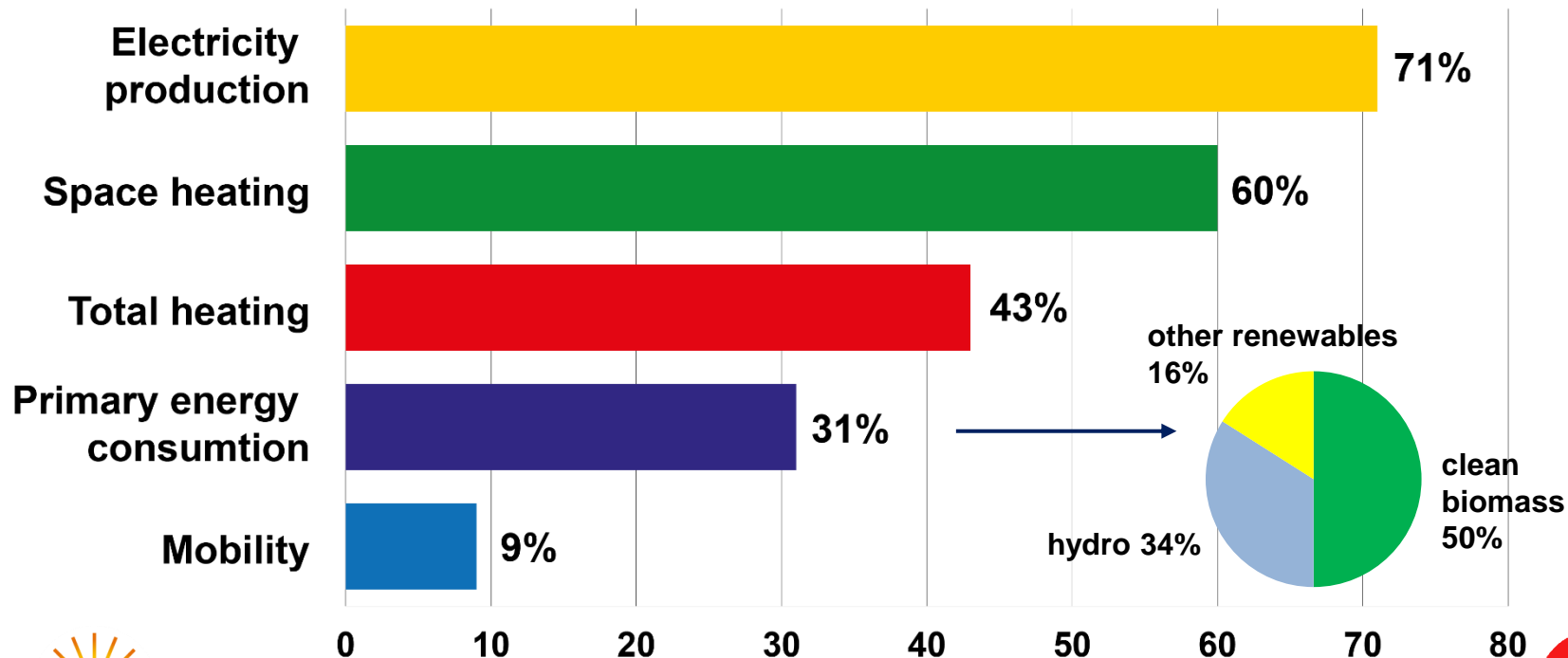
1000 t CO<sub>2</sub>





# Share of renewable energy in different sectors

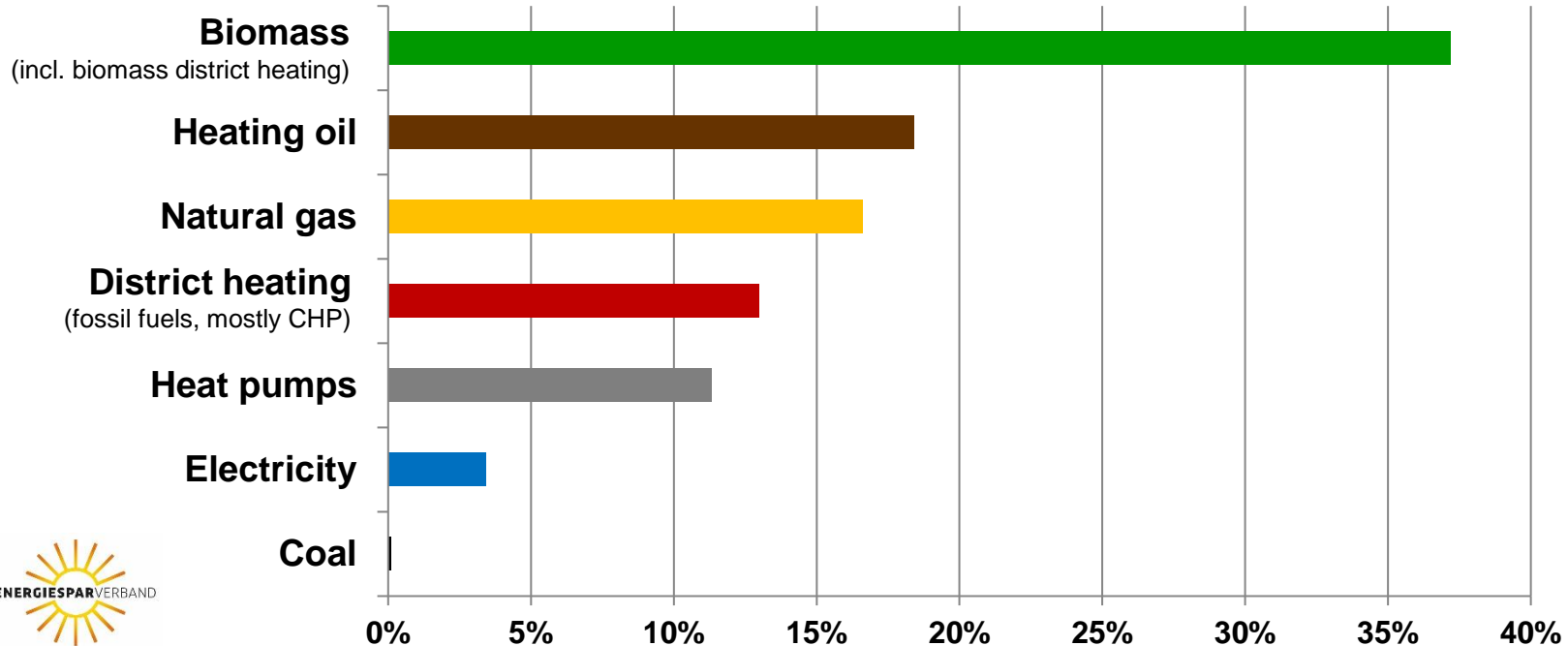
## Upper Austria



# Heating in Upper Austria

## % of all dwellings

**61,000 automatic biomass systems installed:**  
34,000 pellets, 27.000 wood chips,  
350 biomass district heating plants



# Modern and clean wood heating - WHY?

**A good heating option**

**Energy independence**

**Environmental and climate goals**

**Supports local forestry**

**New business opportunities  
& local jobs**

# Modern and clean biomass heating - HOW?

**Informed policy makers,  
authorities & media**

**Functioning local  
markets**

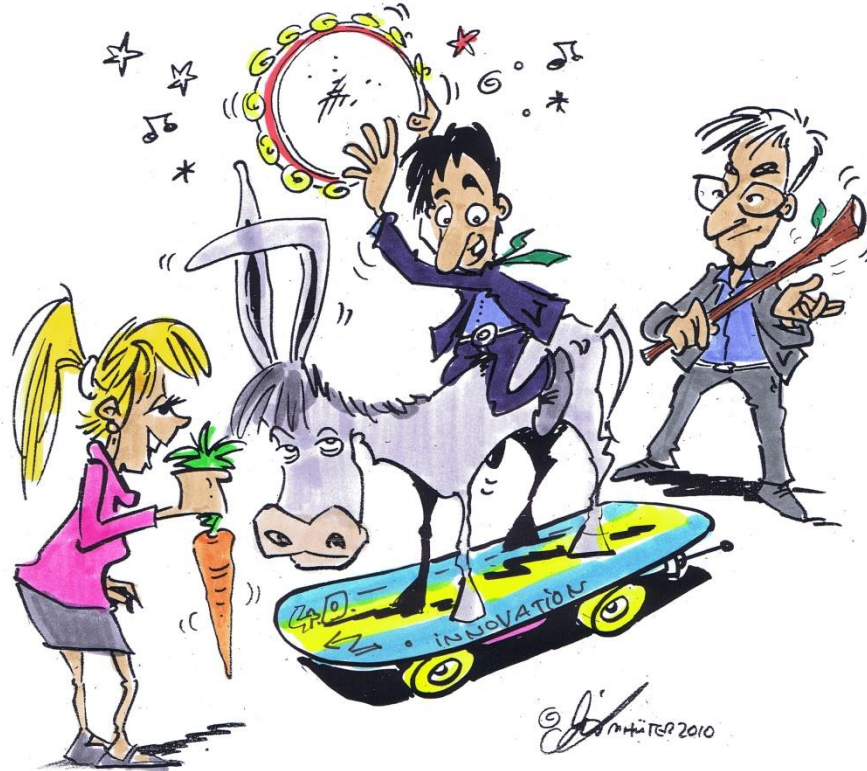
**Effective fuel supply chains for  
wood pellets and chips**

**Customers**

**Trained staff for equipment  
sales and installation**

# Upper Austria's strategy

## Carrots, sticks and tambourines and a skateboard



# Goodbye fossil fuels, hello biomass

**Subsidies** for replacement of fossil systems: max 11,400 Euro

**Energy advice** 10,000 face-face sessions/a

**AdieuÖl** large-scale multiplier campaign

**Training programmes** for actors along the value chain



**Banning oil (and gas) heating**

**2019:** in new construction

**2022:** no replacement of broken oil boilers

**2025:** all 25 year-old oil boilers must be replaced

**2035:** no oil heating anymore!

**Emission and efficiency standards** for biomass heating and heat pumps

**Innovation and market development support** for businesses (e.g. product development, joint export actions etc.)





UPPER AUSTRIA SAYS

Goodbye Oil

Terminate  
oil heating  
now!

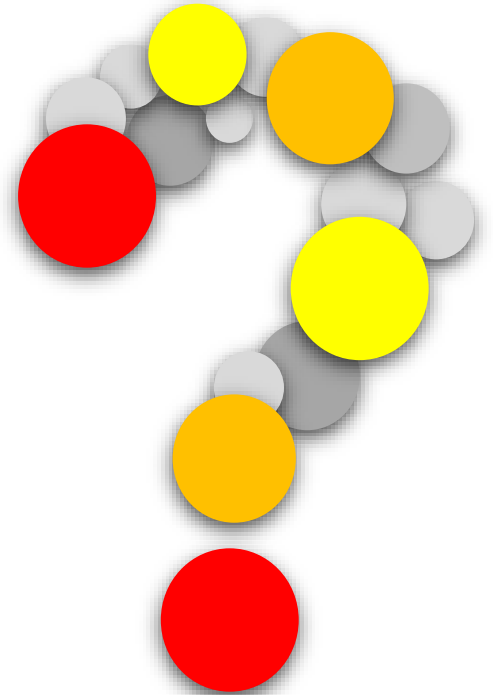
[www.adieuÖl.at](http://www.adieuÖl.at)





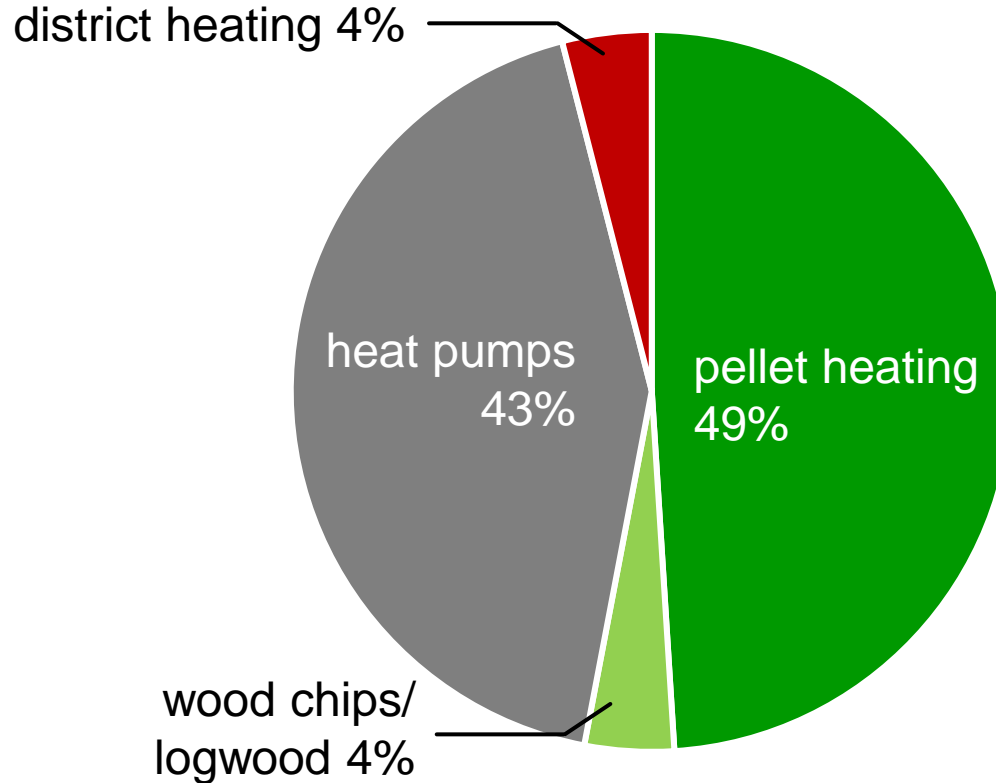
# Why are we talking about oil?

- 18 % oil heating is not a lot!?!
- Even in a small province like Upper Austria = 105,000 systems = 200 million litres of oil = 600,000 tonnes of CO<sub>2</sub> (45 % of our building CO<sub>2</sub> !!)
- Not your problem because in your country everything is about gas?



# Who profits?

## Homeowners said "AdieuÖl" and hello to...



## Some lessons learnt



- understand, quantify and **communicate all the benefits** (beyond climate protection and cost savings)
- **market segmentation:**
  - which consumer group is most likely to be activated?
  - how can you reach them?
  - where do pellets and where do wood chips work best?
- **value chain approach:** identify and aim to overcome gaps in the supply chain
- **policy advocacy:** "package approaches" work best (carrots, sticks, tambourines, skateboards and ... megaphones!)

# European Pellet Conference: March 2-3, 2022

- The world's largest annual pellet-related conference
- **2022: Pellets - fuelling the energy transition!**
- Markets, technologies, products and the world-wide pellet community
- **Trade Show with 100+ exhibitors**
- held in Wels/Austria

[www.wsed.at](http://www.wsed.at)



# Goodbye fossil fuels hello bioenergy!



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